GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

STARRED QUESTION NO:571
ANSWERED ON:06.05.2002
DECLINE IN TOURISTS ARRIVAL
ANANDRAO ADSUL;HARIBHAI PARTHIBHAI CHAUDHARY

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether the number of tourists has declined by more than fifty percent in the current year;

(b) if so, the details thereof and the reasons therefor;

(c) the number of tourists who visited India during the last three years, country-wise; and

(d) the steps taken by the Government to attract more tourists in the country?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) , (b), (c) and (d): A statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No. +571 BTD ANSWERED ON6-5-2002 REGARDING DECLINE IN TOURISTS' ARRIVAL

(a): No, Sir.

(b): The estimated number of tourist arrivals to the country during the period January- April, 2002 is 8,32,535. The number of tourist arrivals in the same period of the year 2001 was 9,80,359. Thus there has been a decline of 15.1 per cent. The decline in foreign tourist arrivals is mainly due to the after effect of the general economic slow down world over and the security scenario after the terrorist attack on the World Trade Centre in the USA.

(c): Tourist arrivals from 15 countries which contribute significantly to the total tourist arrivals to the country during the last three years are as follows:

COUNTRY OF NATIONALITY	TOURIST ARRIVALS 1999	2000	2001
U.K	345085	432624	405472
USA	251926	348292	329147
SRI LANKA	120072	129193	112813
FRANCE	85891	100022	102434
CANADA	82892	84013	88600
JAPAN	79373	98159	80634
GERMANY	85033	83881	80011
MALAYSIA	52613	60513	57869
AUSTRALIA	73041	53995	52691
SINGAPORE	53310	46612	42824
NETHERLANDS	48820	46370	42368
ITALY	50677	50419	41351
NEPAL	25859	38801	41135
ISRAEL	23417	25631	28774
KOREA(SOUTH)	19188	23411	27150

(d): Various steps taken by the Government to attract more tourists in the country include the following:

1. Positioning and maintaining tourism development as a national priority activity;

2. Enhancing and maintaining the competitiveness of India as a tourism destination;

3. Thrust on product improvement by integrated development of new circuits and creation of world class infrastructure;

4. Special thrust to rural and agro tourism;

5. Internet Marketing and net advertising campaign;

6. Attracting tourists from South Asia and South East Asia in view of prevailinginternational economic and political milieu as a part of reorientation of marketing strategy towards 'Look East' policy;

7. Pursuing enhanced air connectivity;

8. Redesigning & revamping website www.tourismofindia.com

9. Attention to civilisational issues and issues pertaining to civic administration and good governance;

10. Organising promotions, seminars, film shows and workshops for various levels of staff in the travel industry and potential tourists for creating general awareness among the trade and consumer about the India tourism product and its rich cultural and spiritual heritage;

11. Organising joint destination promotions with various airlines flying to India including Air India.;

12. Participation in travel shows, travel marts and reinforcing the message that India is a safe and secure destination.

13. Formulation and implementation of aggressive advertising and publicity campaigns responsive to specific market needs;

14. Production of destination films and other promotional materials, including audio visuals, television presentation programmes, posters, brochures, folders, leaflets, etc; and

15. Utilising Indian missions abroad in tourism promotion.